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wherein said electronic commerce apparatus receives said activity information, stores said activity information in said consumer information storage by individual consumer, receives from a particular subscriber network site consumer identifier information associated with a consumer requesting access to that subscriber network site, uses said stored activity information in conjunction with said goods and/or services promotion data in said database to create a tailored promotion of goods and/or services offered by said particular subscriber network site in response to said received consumer identifier information, and transmits said tailored promotion to said particular subscriber network site for presentation to said consumer.—;

—22. (Amended) A method for presenting to a consumer over a distributed communication network a promotion tailored to the consumer's personal preferences of particular goods and/or services offered by a subscriber having a site on said network, comprising the steps of:

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storing consumer identifier information uniquely identifying an individual consumer;  
receiving from a plurality of different network sites on said distributed communication network, consumer activity information associated with consumer identification information, said consumer activity information including network site identifier information identifying the network site transmitting the activity information, and information pertaining to goods and/or services offered by said network site that have been accessed and/or purchased by a consumer associated with said consumer identification information;

storing said consumer activity information in association with stored consumer identification information;

storing a database containing various promotions of goods and/or services offered by a plurality of subscriber network sites;

receiving from a first subscriber network site consumer identifier information of a consumer requesting access to said first subscriber network site;

creating a tailored promotion of specific goods and/or services offered by said first subscriber network site to be presented to said requesting consumer in accordance